

University of Montana

ScholarWorks at University of Montana

Communique, 1953-2020

Journalism

Fall 1955

Communique, Autumn 1955

University of Montana–Missoula. School of Journalism

Follow this and additional works at: <https://scholarworks.umt.edu/communique>

Let us know how access to this document benefits you.

Recommended Citation

University of Montana–Missoula. School of Journalism, "Communique, Autumn 1955" (1955).

Communique, 1953-2020. 50.

<https://scholarworks.umt.edu/communique/50>

This Newsletter is brought to you for free and open access by the Journalism at ScholarWorks at University of Montana. It has been accepted for inclusion in Communique, 1953-2020 by an authorized administrator of ScholarWorks at University of Montana. For more information, please contact scholarworks@mso.umt.edu.

m. 1955
j-school

COMMUNIQUE

MONTANA STATE UNIVERSITY

Vol. 13, No. 1

Missoula

Autumn, 1955

Staff Overhauls Curriculum; Tosses Out Intro, Cuts Seminar

The curriculum of the School of Journalism has been overhauled. There has been a reduction in total requirements for journalism, elimination of some courses, compression of others, and addition of still others.

"We began re-examining our curriculum a year ago, when it became apparent that many of our majors were taking 35 per cent and more of their work in the School of Journalism," said O. J. Bue, acting dean.

"We aim to cut that to 25 per cent and bring Montana back into line with the best practice in other leading schools," he declared.

"The old introductory courses have been eliminated. By way of introduction we substituted a solid six hours (two hours per quarter) of the history of communications. Copyreading has been cut from six to three quarter hours, and copyreading practice from four to two quarter hours, Mr. Bue said.

"Senior seminar, which once occupied as much as eighteen hours for the year was cut to three," Mr. Bue said, "and, after the pattern of some other leading schools, this course now contemplates consideration of the problems of the young professional journalist about to embark on a career. It also envisions considerable reading in current professional literature."

Additions to the curriculum include a three-hour course in reporting public affairs, and a three-hour tutorial course in specialized reporting. The later is intended for students interested in the special fields of politics, labor, finance, and science.

"As for core requirements," Mr. Bue said, "the candidate for a degree in journalism must satisfy the general University requirements (as always), and complete a core curriculum of 29 hours, plus the special requirements of his sequence, plus upper class electives to make a total minimum of 45 hours in journalism."

"This core curriculum includes six

hours of history and principles, six hours of reporting, four hours of reporting practice, three hours of advertising (six for ad majors) two hours of advertising practice, three hours of copyreading, three hours of copyreading practice, and three hours of seminar at the senior level.

"Each sequence—news, advertising, magazine, radio, community journalism—calls for an additional eight or nine hours, to be elected in those respective areas.

"We've done nothing radical," said the dean, "but as Haffinch might have said, 'the sharp pruning hook maketh the vigorous orchard'."

J-School Enrolls 114 Fall Quarter

Although the senior class is considerably smaller than last year, enrollment in the School of Journalism held its own. The total this fall is 114 as compared with 113 at this time last year.

As usual, the freshman class is largest with a total of 49. The Sophomore and Junior classes number 22 each. The seniors who numbered 27 last year are down to 19.

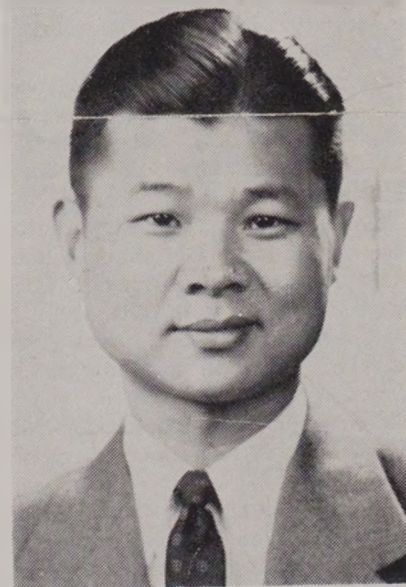
Jack Seigle, after an absence of three years in the army is returning to complete graduate work begun previously. Miss Elizabeth Ireland is registered for her third year as a special student. She is a former Montana Superintendent of Schools.

The J-School crowd includes three students from foreign countries—Canada, Holland, Ethiopia.

As might be expected Missoula has the largest single representation. Butte follows with six; Helena and Kalispell claim three.

Dick Disney, Frederick Yu Join J-Staff

Two affable, scholarly young men were added to the staff of the School of Journalism this fall. Dr. Frederick T. C. Yu came to Montana from DeLand, Florida where he was head of the department at Stetson university; Richard L. Disney came from



FREDERICK T. C. YU

Oklahoma and Washington, D.C. via the University of Minnesota where for the last two years he has been pursuing graduate work. They re-



RICHARD L. DISNEY JR.

place Prof. James L. C. Ford and Asst. Prof. Ray Wight.

After getting his bachelor's degree from the University of Nanking in 1943, Dr. Yu took employment with
(Continued on Page Two)

Journalism Students Marry Lawyers Etc.

The class of '55 figured in no fewer than six weddings following the close of school.

Ann Thomson '55 of Kalispell, was married to Robert LaVaughn Beaman, formerly of Kalispell. Mr. Beaman is an electronics engineer; they will make their home somewhere on the Coast.

Patricia O'Hare '55 of Stevensville was married to Jon Weston Rhodes, also of Stevensville. Mrs. Rhodes is working at KGVO while Mr. Rhodes completes his work at the University.

Verna Johns '55 of Great Falls was married to Jack Edward Kessner, also of Great Falls. They will make their home in Great Falls where Mr. Kessner is a contractor.

Joan Brooks '55 of St. Ignatius, was married to Marshall Murray of Kalispell. Mrs. Murray is working in the office of the Dean of Students while Mr. Murray completes his work in the Law school.

Thomas McCarthy '55 of Marion Ind. married Joan Haftle of Missoula. Tom is now in military service.

Jere Lee Rivenes ex-'56 of Scobey was married to Milton J. Gunderson. They live on a ranch near Scobey.

Montana Power Company Makes Grinde Ad Boss

Owen E. Grinde, '39, was recently named advertising and publicity manager of the Montana Power company.

Grinde lives with his wife and three children at 719 N. Emmett street in Butte. From 1939 to 1952, with the exception of war service, he was on the editorial staff of the Montana Standard, Butte.

He served as a Naval communications officer in the Pacific during the second World War; from 1950 to 1952, was director of public information for the Western sea frontier in San Francisco.

LESTER WRITES AG NEWS

Gerald T. Lester '45 is with the California Farmer in San Francisco. He is field editor and travels the north half of California doing feature stories and photographs. Now and then he does the market pages, a little make-up, plus picture layouts. His first professional work was with the Montana Farmer.

The Lesters recently purchased their first home in Sunnyvale, which is about 12 miles north of San Jose.

Join J-Staff

(Continued from Page One)

the U. S. Office of War Information as chief translator and news editor. This work stimulated his interest in journalism and prompted him to undertake an examination which led to his appointment to study in America.

Yu Studied at Iowa

He took his master's degree in journalism at the University of Iowa in 1948 and went on to earn his doctorate in mass communications in 1951. During the next three years he served on the research staff of the University of Southern California. Much of his work was in the field of public opinion and propaganda.

Mrs. Yu, also a graduate of the University of Nanking, holds a master's degree in fine arts and a master's degree in music from the University of Iowa. They have two children—Fred 7 and Jaqueline 2.

As an outspoken anti-communist, before and since coming to the United States, Dr. Yu could not return to his native country after the Red occupation, and he and Mrs. Yu are in process of becoming American citizens.

Disney from Oklahoma

Richard L. Disney Jr. is a native Oklahoman.

Following his graduation from the University of Oklahoma he was employed from 1938 to 1942 as a reporter for the Muskogee (Oklahoma) Phenix and Times-Democrat.

From 1942 to 1946 he was on active duty with the Signal Corps and came out with the rank of captain. His specialty was radar maintenance and repair. His training included work at the Army Electronic Training centers at Harvard and MIT.

Upon coming out of the army he spent a year as a news analyst for the National Housing Agency in Washington, D.C. Subsequently he spent a year on general assignments for the Washington (D.C.) Star. In 1948 he returned to Norman, Okla. to do public relations work for the University of Oklahoma. In 1953 he took leave to go to the University of Minnesota where he has devoted the last two years to work on his doctorate.

He has completed his course work and passed his preliminary oral examinations. He expects to complete his thesis in 1957. The tentative title for his thesis: "Principles and Techniques of the Political Symbol Manipulator as Illustrated in the Major Works of Selected Revolution-

Communique

Published by the staff of
The School of Journalism
Montana State University
For those who have left the campus
But cherish its memories

McKown Named Ad Mgr. Bon Marche in Seattle

Shirley McKown '51 was recently promoted to the position of advertising manager of the Bon Marche, big Seattle department store.

Shirley joined the Bon Marche staff in 1953 as accessories copywriter. Later she was promoted to fashion copywriter, then copy chief for soft lines.

While in school, Shirley was a protege of Mr. Dugan's in the advertising sequence but she found time to serve a term as an associate editor of the Kaimin. She was graduated with honors.

Before going to the Bon Marche, Shirley had a turn at agency work. Her father, Nat McKown, was also a J-School graduate.

Don Dooley To Attend Chicago Convention SDX

Donald F. Dooley will represent Phi chapter at the annual convention of Sigma Delta Chi in Chicago November 9 to 12.

The speakers will include Dr. Alberto Gainza Paz, former owner and publisher of La Prensa, Walter Reuther of the United Automobile Workers and Ed Lahey of the Chicago Daily News. Delegates have been promised a tour of historic places in Chicago. The undergraduate session is to be devoted to a discussion of press freedom on the college campus.

ary Leaders Since 1848." That may be translated, according to Mr. Disney, simply as "How to Talk Up a Storm." Mr. Disney has a minor in psychology.

Before their marriage Mrs. Disney was a professional newswoman. They have three daughters—Terry 11, Jean 8, and Elizabeth 5.

"In a year when good teaching jobs went begging," said O. J. Bue, acting dean of the School of Journalism, "we were extraordinarily fortunate in being able to prevail upon two such eminently well-qualified young men to join the Montana staff. Their presence will greatly enrich our offerings."

Heidelberg to Paris to Berlin . . . This Is the Saga of Pvt. Heintz

Bill Heintz '55, late of Moccasin, Montana and the class of '55, provides the switch of the month. He likes what he's doing and in what he's doing Pvt. is the standard substitute for Mr.

In one of his regular 2500-word letters postmarked Berlin, Pvt. Bill Heintz leads off: "In the year and four months that I've been in the Army, I've gotten some pretty choice assignments but this new one is the best."

The fine print indicates that four summer months in Paris were wonderful, but this new assignment was to be even better. From Heidelberg and light routine he went to Paris and the Stars and Stripes and now to Berlin and the American Armed Forces Network with a letterhead bearing his name in 12-pt. caps. Let him tell it:

"About mid-June, after journeying to Paris and falling in love with that city, I became so restless that life in a newspaper hardly seemed bearable. I learned a lot about newspapers, especially the fact which I've always felt, that I don't want to work for a newspaper. I met some interesting people and most of all—where some of my biggest weaknesses lie. I saw too a little bit of this thing called censorship and what it does to a newspaper.

"But to make a long story short, I decided to try to arrange a transfer to what I believe is my first love—radio.

"The American Forces Network is a branch of the Armed Forces Information and Education association, serving troops of the United States in Europe. So reads a spot heard frequently on AFN. AFN is composed of seven radio stations with network headquarters in Frankfurt.

This recording business, though, results in some pretty humorous programs since every commercial is cut out of the Armed Forces recording before being shipped from the States. Consequently, Art Linkletter tries to feed a box of MARS bars to an elephant on PEOPLE ARE FUNNY and says, "let's see if Miss Pretty Smith can feed this box of (ugh, glick and a couple of familiar sounds) to an elephant. Or, "for being dunked in a tub of ice water, Mr. Jones, here's a new (bup) refrigerator and a box of (bup, bup). Of course, Westinghouse belonged in there along with the Mars people,

but sometimes the engineers do a pretty sloppy job of editing. . .

"Some newsmen seem to lack a sense of what is news and what is not news. I would venture to say that half the newsmen over here do not know German and make little attempt to learn it. Seems to me I was taught something else about requirements for a foreign correspondent. Naturally, most rely heavily on official translations of speeches to avoid errors. I know for a fact that some of the Berlin correspondents for the national newswires do not arise before 10 am, stay in the office for 4 or 5 hours, and then go to another night spot. Meanwhile, their office employs some excellent German men to translate, and rewrite news from local sources and put this on the wire. Is this news? I guess I'm just learning a little about this fascinating game of being a famous foreign correspondent. . .

"I'm off to London for two weeks come the 5th of October and a tour of BBC and commercial television—the Queen's own country. Intended to send some pics with this letter, but maybe can forward later. Greetings to all and hope the J-school has a fine new crop of journalists."

Larcombe, Judy Weaver Win Posts on Kaimin

Bill Larcombe of Malta, and Judy Weaver of Red Lodge, are taking over as sports editor and society editor on the Kaimin. Bill is replacing J. D. Coleman, who is now sports writer for KBTK. Judy is taking over from Norma Beatty, who resigned this month.

Other executives of the paper were named last spring: Kim Forman of Miles City, editor; Virginia McBride of Helena, business manager; Ron Erickson of Lewistown and Joan Hoff of Butte as associate editors along with Larcombe and Miss Weaver; Don Dooley of San Francisco, photographer; and, of course, E. B. Dugan, adviser.

NORD GOES TO NEW YORK TO DO TRAVEL PUBLICITY

John Nord, '51, is now doing publicity work for the travel section of the American Express Co. in New York. His address is Apartment 807, The Cambridge House, 333 W. 86th St., New York 24, New York.

Some Have Relatives In News Business

At least three freshmen and one new junior come of families of a journalistic strain.

Trudy Glatz is the daughter of R. G. Glatz, owner and publisher of the Winnett Times. She says she has been reporting one thing or another since she was in the third grade.

Lawrence Leuschen of Jordan has a brother on the Seattle Post-Intelligencer and a brother-in-law, Don Schrader, on the Harlowton Times.

Beverly Phillips of Kalispell reports that her interest in journalism can be traced to an aunt who was a newswoman before her marriage.

Lee DeVore, who transferred from Washington State this fall as a junior, is the daughter of Paul T. DeVore '27, editor of the Farm Credit Journal of Spokane.

Upper classmen with journalistic backgrounds include Ken Byerly of Lewistown, Bob Gilluly of Glasgow, Bill Larcombe of Malta, Dick Warden of Great Falls, Keith Wuerthner of Great Falls, and Gale Brammer, whose father formerly published the Green City (Mo.) Press, Carole Lee of Hamilton, Ron Rogers of Kalispell, Keith Wood of Wolf Point. Judy Weaver's grandfather founded the Picket-Journal at Red Lodge.

Mathison Goes To Casper To Become Sports Editor

Art Mathison, '55, reported to the Casper, Wyo., Tribune-Herald immediately following graduation . . . and by the end of June was settled as chief of the sports page. There are a number of conflicting reports as to how Art ascended to his high position so swiftly. The best one seems to be that the sports editor eloped with the society editor, soon after Art was on the job, thus creating the vacancy.

Art reported and edited sports for the Kaimin for six of his 12-quarter tenure at Montana. He also worked in the University Print shop for the greater part of his undergraduate career.

Mathison, who was commissioned as a second lieutenant in the Air Force in June, expects to be reporting for military duty in February.

LUNDELLS HAVE DAUGHTER

Lieut. and Mrs. Arthur Lundell are the parents of a daughter, their second, born Aug. 31. They have named her Nancy Ann. Lieut. Lundell was graduated with the class of '53. Their address is 157 Fairchild Avenue, Offutt Air Force Base, Neb.

Suchy Returns to London To Study Radio, Television

John T. Suchy '51 has been granted a Fulbright scholarship for study at the University of London. He left in September.

Suchy will continue his research in radio and television, the subject of his master's thesis at Iowa. This is Suchy's second trip to England; he spent the summer of 1953 studying in London. He is on leave from the Meredith Publishing company of Des Moines, publishers of *Better Homes and Gardens*. He is editor of *Imprint*, their house publication. He can be reached Care of U. S. Educational Commission, 55 Upper Brook Street, London W. C. 1, England.

Edgerton Says All's Well Up Among The Eskimos

Dick Edgerton, Whitefish, ex-'56, is stationed at Fairbanks, Alaska, where he serves as battalion mail clerk with the 93rd AAA Battalion.

Edgerton was married last spring while on a 30-day leave in May and June. His bride returned to Alaska with him at the end of his leave.

Theta Sig Alums Meet At St. Louis Convention

Three Kappa chapter alumnae and the student president were in attendance at the annual Theta Sigma Phi convention at St. Louis in June. Mrs. Robert Ghiglieri (Joy East '53), Mrs. Alfred N. Smith (Verna Green '40), both of St. Louis, and Mrs. Oakley Maxwell (Alice Hankinson '22) of Seattle, and Barbara Mellott, present student president, met and exchanged yarns about the J-school.

J-C AWARD FOR SERVICE GOES TO BOB BENNETTS

Robert H. Bennetts, '46, was selected by the Montana Jaycees for the organization's distinguished service award for 1955.

Bennetts is vice president and sales manager of Electric City Printing, Great Falls. He is married and the father of three children. Mrs. Bennetts is the former Marilyn Hillstrand, '46, one of a distinguished line of women business managers of the *Kaimin*. They were on campus for Homecoming.

LURENA BLACK BANGHART VISITS FRIENDS ON CAMPUS

Mrs. Lurena Black Banghart '25, of Greenwich, Conn., and Capetown, South Africa, visited friends on campus during the week of Sept. 30. Her husband is with the Newmont Mining company.

Cogswell Becomes Dean of Students

Andrew C. Cogswell, '27, Director of the Public Service Division and secretary-treasurer of the University Alumni association, has taken over, at least temporarily, the duties of the office of the Dean of Students.

Cogswell's new responsibilities are those relinquished by Dean Herbert J. Wunderlich, who resigned recently to accept the Dean of Students position at Kansas State college, Manhattan, Kansas. Dr. James A. McCain, former president of Montana, now heads the Kansas institution.

ROBSON SUFFERS DELAY GETTING BACK TO HIS JOB

Bill Robson, '55, had some bad luck. Returning from California he had a collision with another car, demolished his machine, smashed a knee cap and was hospitalized in Missoula. Almost a month later, on July 20, he bought another car and went on to Kalispell where Frank Trippett was holding him a job on the Kalispell News-Farm Journal.

EDITS COPPER MAGAZINE

Harlan G. Bower, instructor in the School of Journalism from 1948 to 1950, is editing a monthly employees' magazine for Kennecott Copper corp. in Hurley, N.M. The publication covers the corporation's Chino Mines division in Santa Rita and Hurley.

Previously, Bower served three years as assistant professor of journalism at New Mexico Western college.

Smurr Returns To Campus As Professor of History

John W. (Bill) Smurr, colorful editor of *The Kaimin* at the turn of what has been called the mid-century, has returned to this campus. He has joined the faculty as an instructor in the department of history and political science. His specialty is the history of Montana and the Northwest.

Hillman Foundation Award Goes To Vic Reinemer

Vic Reinemer '48 won a \$500 award from the Sidney Hillman Foundation last spring for a series of eleven editorials on civil rights. The editorials were written while Mr. Reinemer was associate editor of the *Charlotte (N.C.) News*.

State Chamber Commerce Names Keim PR Director

Lewis P. Keim, '53, was recently appointed to the staff of the Montana Chamber of Commerce as director of public relations.

Previous to his appointment, Keim was a United Press Staff correspondent in the Helena bureau. He covered the state capitol for United Press since March, 1954.

Others recognized by the Hillman Foundation at the same time included Daniel R. Fitzpatrick, editorial cartoonist of the *St. Louis Post-Dispatch*, Eric Severeid of CBS, Charlotte Knight for an article in *Collier's*, and Prof. Henry Steele Commager of Columbia University.

School of Journalism
Montana State University
Missoula, Montana